

TRICARE LOGO

FIGURE 12-A-1 GENERAL INFORMATION AND GUIDELINES FOR THE USE OF THE NATIONAL TRICARE LOGO



1. The national TRICARE logo may be "regionalized" by adding the region's name to the right of the word "TRICARE" in either of the logo's two colors, Pantone 186 (red) and Pantone 280 (blue). The region's name shall be in Helvetica typeface in upper and lower case in the same size as the word "TRICARE."
2. Materials already printed without the new logo (or with another logo) should be used until depleted. New materials should be printed with the new logo.
3. The logo should be used on all TRICARE materials, whether produced by the TRICARE contractor or the government. No other logo or design should be used to represent TRICARE.
4. The logo should be printed only in its specified colors or in black. The exception to this is if printing in a single color, e.g., blue, the logo may be printed in that single color.

FIGURE 12-A-2 MARKETING AND EDUCATION CONTRACTOR RESPONSIBILITIES FOR COORDINATION AND INTERFACE WITH CONTRACTOR(S)

MODEL MEMORANDUM OF UNDERSTANDING

NOTE: Model provided for example only. This is not intended to be all inclusive.

This Agreement is entered into this ____ day of 200_ by and between _____ (“Contractor”) and _____ (“Marketing and Education Contractor”).

This Memorandum of Understanding (MOU) describes the respective responsibilities of both parties under the Marketing and Education Program. This MOU reflects the frequency of publication, type and content of information required from the health care contractor for the development of marketing and education materials by the Marketing and Education contractor. Additionally, this MOU identifies the materials to be delivered to the health care contractor(s), the delivery points and the delivery methodology to be used. All actions executed within the scope of this MOU will be reflected as a change to the Marketing and Education Plan and coordinated with the Contractor prior to implementation.

- The resolution process for issues raised between the Marketing and Education Contractor and the contractor(s) and any other TRICARE contractor or subcontractor with which the Marketing and Education contractor must interface in the fulfillment of the contract requirements is as follows:

- The process that will be used to obtain information regarding the marketing and education materials, and the numbers of materials, to include the self-help manuals (C-4.h.1), required by the contractor(s) will be as follows:

- The process that will be used to obtain customized/optional (i.e., local, regional, Service or health care delivery specific information) information from the health care contractor(s) that will be included in marketing and educational materials will be:

- The process that will be used to obtain information regarding the number and type of enrollment fulfillment packages (i.e., TRICARE Prime, TRICARE Prime Remote, TRICARE Plus) required by the health care contractor(s) and any other TRICARE contractors or subcontractors for distribution is as follows:

- The distribution process that will be used to ensure marketing and educational materials are shipped to the point of distribution (other TRICARE contractors, Regional Directors, Services, etc.) in order to meet the distribution schedules of the healthcare contractor(s) is as follows:

In witness whereof, the parties have executed this Memorandum of Understanding.

(Signature)

Printed Name and Title of Contractor Representative

(Date)

**FIGURE 12-A-2 MARKETING AND EDUCATION CONTRACTOR RESPONSIBILITIES FOR COORDINATION
AND INTERFACE WITH CONTRACTOR(S) (CONTINUED)**

Approved

(Signature)
Contracting Officer

(Date)

(Signature)
Printed Name and Title of MTF
Commander or Representative
(Not Required if this is a Lead Agent MOU)

(Date)

(Signature)
Printed Name and Title of Lead Agent or Representative

(Date)

FIGURE 12-A-3 MARKETING AND EDUCATION CONTRACTOR RESPONSIBILITIES FOR COORDINATION AND INTERFACE WITH OCONUS REGIONAL DIRECTORS

MODEL MEMORANDUM OF UNDERSTANDING

NOTE: Model provided for example only. This is not intended to be all inclusive.

This Agreement is entered into this ____ day of 200_ by and between _____
("Marketing and Education Contractor") and _____ ("Regional Director").

This Memorandum of Understanding (MOU) describes the respective responsibilities of both parties under the Marketing and Education Program. This MOU addresses the frequency of publication, type, and content of information required by the OCONUS Regional Director(s) for the development of marketing and education materials by the Marketing and Education Contractor. Additionally, the MOU identifies the materials to be delivered to the OCONUS Regional Director, the delivery points and the delivery methodology to be used. All actions executed within the scope of this MOU will be reflected as a change to the Regional Marketing and Education Plan and coordinated with the Regional Director prior to implementation.

- The resolution process for issues raised between the Marketing and Education Contractor and the OCONUS Regional Director(s) is as follows:
- The process that will be used to obtain information regarding the marketing and education materials, and the numbers of materials required by the OCONUS Regional Director(s) will be as follows:
- The process that will be used to obtain customized /optional (i.e., local, regional, Service or health care delivery specific information) information that will be included in marketing and educational materials from the OCONUS Regional Director(s) is:
- The process that will be used to obtain information about the number and type of enrollment fulfillment packages (TOP) required by the OCONUS Regional Director(s) is:
- The process that will be used to ensure marketing and educational materials are shipped to distribution points designated by the OCONUS Regional Director(s) in order to meet distribution schedules is:

In witness whereof, the parties have executed this Memorandum of Understanding.

(Signature)
Printed Name and Title of Contractor Representative

(Date)

**FIGURE 12-A-3 MARKETING AND EDUCATION CONTRACTOR RESPONSIBILITIES FOR COORDINATION
AND INTERFACE WITH OCONUS REGIONAL DIRECTORS (CONTINUED)**

Approved

(Signature)
Contracting Officer

(Date)

(Signature)
Printed Name and Title of MTF
Commander or Representative
(Not Required if this is a Lead Agent MOU)

(Date)

(Signature)
Printed Name and Title of Lead Agent or Representative

(Date)

